



**ANNUAL REPORT  
FOR THE FINANCIAL YEAR ENDED  
31<sup>st</sup> DECEMBER 2022**

**HEALTH CONCEPTS AND  
MEASUREMENTS – HEALTHIERSG LTD**



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## Purpose

*To be an integrated resource and learning hub which provides specialist-driven health promotion and therapeutic programs, working collaboratively with community partners*

*To reach out and engage vulnerable individuals in need of knowledge and guidance on how to improve their health*

*To impart practical know-how to strengthen understanding of health concepts with an aim to apply this knowledge to individual conditions of health, daily-living and well-being*

*To employ research-based strategies and evaluative measures to improve service deliveries and optimize health outcomes*

## Our Vision

*To redefine a healthy way of life*

*To cultivate and lead in mindset growth towards health concepts*

*To realize a life worth living*

## Our Mission

*To strengthen health and well-being, improve lifestyle and habits through the use of a multipronged, multidisciplinary and an upstream model of health*

## ABOUT US

The Company has a Constitution as its governing instrument and is guided by the key principles and guidelines under the Code of Governance for Charities on best management practices and good board governance established by the Charity Council.

As a learning and resource centre in multidimensional biopsychosocial health concepts, the principal activities of the Company are those of community health promotion programs, training, research and development. The Company commenced operations in May 2022.

### COMPANY INFORMATION

<b>Organization Name</b>	<b>Sector Administrator</b>
Health Concepts and Measurements – HealthierSG Ltd	Ministry of Health
<b>Entity Constitution Type</b>	<b>Registered Address</b>
Company Limited by Guarantee	Blk 116B Rivervale Drive, #12-30, Singapore 542116
<b>Unique Entity Number (UEN)</b>	<b>Bank</b>
202004085K	DBS Bank Ltd
<b>Date of Establishment</b>	<b>Auditor</b>
4 February 2020	Baker Tilly TFW LLP
<b>Charity Registration Date</b>	<b>Company Secretary</b>
19 April 2021	YTK Corporate Secretarial Pte. Ltd

### BOARD DIRECTORS

Prof Tay Boon Keng - Chairman	Appointed on 15 March 2020
Mdm Yeo Siok Peng – Vice Chair	Appointed on 15 March 2020
Mdm Ong Siew Koon @ Ong Siew Khoon - Treasurer	Appointed on 15 March 2020
Ms Hong Wee Tin – CEO/Director	Appointed on 4 February 2020

### REGISTERED MEMBERS

Ms Hong Wee Tin	Since 4 February 2020
Ms Teo Fangqi, Krystle	Since 4 February 2020
Dr Seah Betsy	Since 4 February 2020

### GOVERNANCE

One AGM and Board meeting was held during the financial year, in full attendance of the directors and members. Progressive organizational strategic decisions circulated electronically were made with full active participation of the Board. All directors undertake to declare any conflicts and interests that may arise. No Board of Directors were remunerated for their service in the financial year and none of the Charity’s employed staff received more than \$100,000 in total annual remuneration for their service in the year 2022.

# MESSAGE FROM CHAIRMAN

## **Chairman's Message: The Road Ahead**

Health Concepts was established as a charity in 2021, in a world still struggling to live with Covid-19. This period of uncertainty halted the start of SHAPESG, our core program, but we embraced the challenge and made effective use of the time to foster relations with our stakeholders. In that period, we remained active in seeking expert input and collaborations with research institutes like Duke-NUS and KTPH-GERI. We too promoted our programs and services to Community Clubs, Residents' Committees and Social Service Agencies.

With the easing of Covid-19 safe management measures, our charity conducted the inaugural run of SHAPESG with Yong-en Care Centre's seniors in June 2022. In August and September, we had the pleasure of partnering with New Life Community Services and Tampines West Community Centre to conduct the second and third runs of SHAPESG respectively. Backed by the positive feedback from the participants, these centres had since expressed interest for a repeat session of the program at their communities. This strong show of support from our partners will spur us as we continue to promote a holistic approach towards healthy and active aging.

As we extend our services to diverse communities, I look forward to collaborating and fostering stronger ties with more agencies and partners, and to serve the wider target population in the longer term. Thus, we hope to cater Health Concepts' programs and services to different ages and backgrounds of people in need in the communities.

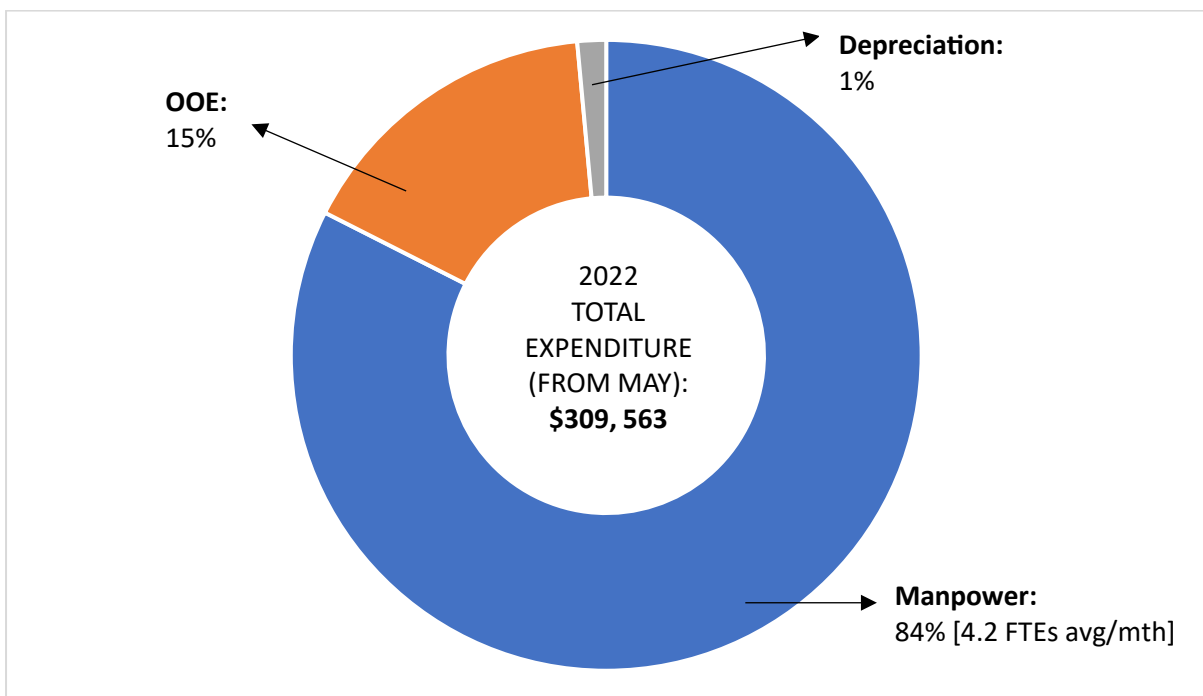
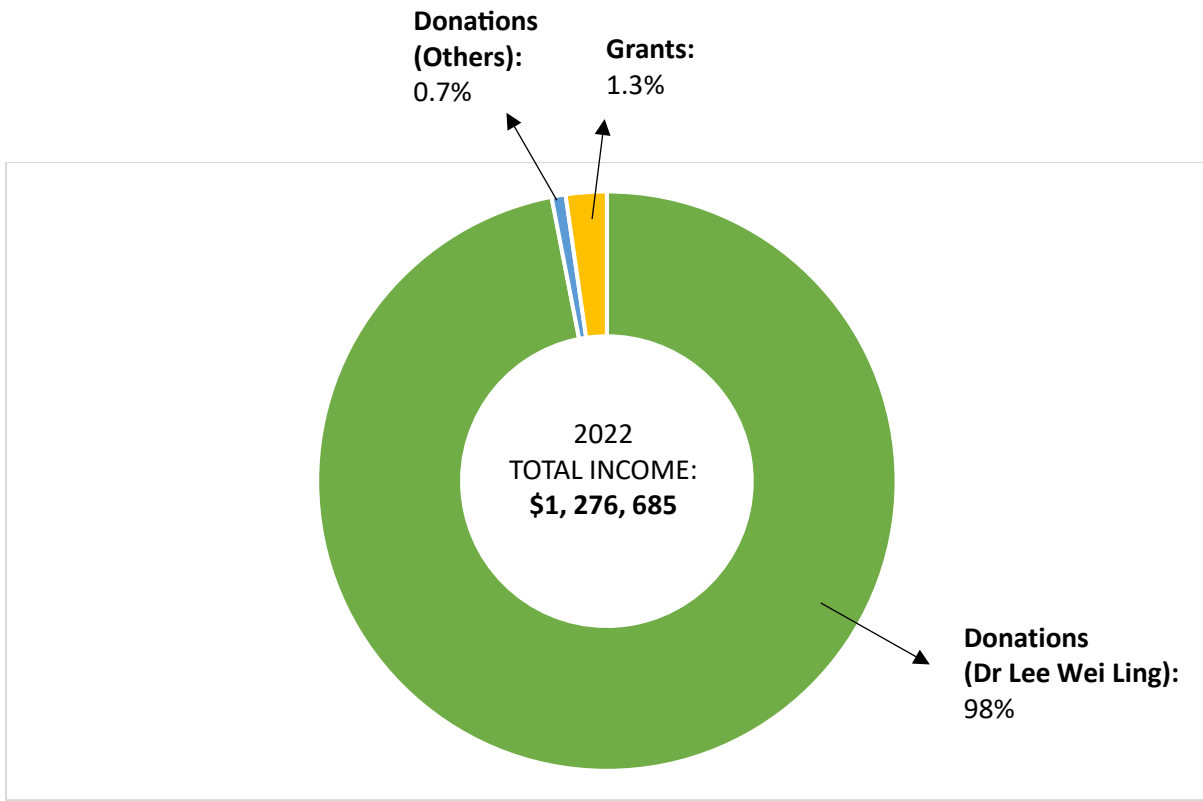
## **Prof Tay Boon Keng**

Chairman, Health Concepts and Measurements  
– HealthierSG Ltd.



# HIGHLIGHTS OF THE YEAR

## SUMMARY FINANCIAL PERFORMANCE



# PROGRAMS & ACTIVITIES

## OVERVIEW OF SERVICES

Health Concepts recognize that a preventive and upstream model of healthcare is critical in transforming a person's quality of life and to improve health outcomes. For a health seeker navigating his or her way through a crowded complex landscape of health information and/or misinformation, finding the direction to take in order to seek knowledge, can feel intimidating and confusing.

At Health Concepts, we want to provide the knowledge and motivation that people need to redefine and achieve personal healthy lifestyle goals. As a one-stop learning and resource centre, Health Concepts has a multidisciplinary team of Health Resource Specialists (HRS), who are trained, experienced health care and social care professionals. Our HRS (i) conduct intervention programs, (ii) assist to identify any specific area of needs and (iii) refer individuals to address their needs area by the community service providers who are further equipped to assist them.

Through an all-encompassing perspective to health, Health Concepts help people improve lifestyle and habits, benefit from stronger community support and address well-being issues early on before they lead to worsening health conditions.



*HRS conducting group learning at Tampines West Community Club.*



*Seniors learning functional exercises to help them improve their capacity to move around the day more easily and safely- and with greater enjoyment!*



# PROGRAMS & ACTIVITIES

## SHAPESG Lifestyle Reshaping Intervention Program

With the MOH easing of Safe Management Measures (SMM) in 2022, we made frequent presentations and visits in the community to promote our core program, SHAPESG. We reached out to and recruited seniors who are interested to learn more and share about their health. We actively listened to the concerns of the senior dwellers in the communities to better understand what matters most to each of them. Being visibly present to serve, and proactive in sharing information, rendered us the credibility to build trust and rapport with the communities. Such connections established a safe and secure environment for our beneficiaries to participate in the SHAPESG program which encourages seniors to adopt health-promoting behaviours and utilize available health assets.



The 12-week SHAPESG program comprises weekly group learning sessions and individual lifestyle reshaping sessions. The practice of lifestyle habits is a personal matter, which has no one-size-fits-all prescription. To make informed lifestyle choices, and succeed at maintaining them, one needs to first understand what works for their needs and tendencies. Through the individual sessions, participants will be able to apply the knowledge learnt from group sessions to their situation and set personalised health goals.

Such know-how and application of health knowledge are pertinent to improving health literacy and optimizing health outcomes.



*Our participant learning to interpret food labels to make healthier and more informed choices.*



*HRS teaching seniors how to get up from a fall and to minimize the risk of fall injuries.*

## PROGRAMS & ACTIVITIES

Feedback from 2022 runs were encouraging and the SHAPESG post-evaluation scores were high.

One beneficiary shared, “The program had a big impact on me. After talking to my HRS, I went to rebook my counselling sessions. I want to have the courage to face my future again.”

Another senior said, “This program allowed me to reflect on my current situation and future... I become more aware of myself. I find myself becoming more conscious in making better lifestyle choices.” He added, “I know now that I have to do my health check-ups. Whether results turn out to be bad or good, I still have to do it... that’s because I have to be more responsible to my family and loved ones.”

The centres we partnered (Yong-en Care Centre, New Life Community Services, Tampines West Community Club) with and the SHAPESG graduands have requested for further runs to benefit more seniors in their communities. They actively promoted to other seniors and community grassroots leaders. Some even referred their friends to sign up ahead to participate in future runs!



**34**

*SHAPESG participants enrolled*

0 Dropouts



**> 450 hours**

*contact time with SHAPESG participants*

*(includes recruitment, pre-program screening and assessments, group & personalised learning sessions, post-assessments, alumni gatherings)*



# PROGRAMS & ACTIVITIES

## COMMUNITY OUTREACH

Health Concepts advocate partnerships with the various stakeholders, grassroots organizations, community health and social service providers, and community dwellers to enhance health literacy and sustain health efforts among individuals.

We observed that our social service partners and beneficiaries value the resources that Health Concepts have invested in building community-based asset mapping capabilities, screening, assessments and data collection. These practices demand extensive resources to be deployed to extract, synthesize and communicate such comprehensive and yet individual health knowledge and understanding in a heterogeneous population Health Concepts serve.



*Recruitment talk at New Life Community Services to share about the SHAPESG Healthy Ageing and Lifestyle Reshaping program.*



*SHAPESG Healthy Ageing and Lifestyle Reshaping X New Life Community Services graduation ceremony-graced by Mr Liang Eng Hwa, MP for Bukit Panjang SMC and Mr Eddy Neo, Deputy Executive Director (Corporate Services & Special Projects), New Life Community Services.*



> 140

*seniors engaged to improve health literacy across  
6 events and activities run by  
4 community partners*

## THE YEAR AHEAD

Health Concepts, as a one-stop health resource and learning centre, would continue to refine the integration of information and knowledge to strengthen health literacy and promote healthy and purposeful living in community dwellers.

Being newly established, we are focused on building a core multidisciplinary team of Health Resource Specialists. As we introduce and conduct our program in the communities since operations in May 2022, we could also identify potential senior volunteers from our SHAPESG graduates. These SHAPESG seniors could be further trained by the interdisciplinary Health Concepts team to assist other seniors who are in need or unable to be in our core learning program. As we grow the program, we would further step up on the recruitment and training of a pool of regular volunteers.

To build stronger community health, Health Concepts would deepen and expand our engagement with the community partners around us. By mobilising support networks and tapping on the multitude of available community resources, a seamless and efficient solutioning for people in need of knowledge and guidance can be realized.

Working in synergy with the wider landscape of the social service sector, Health Concepts would continue to further enhance our capabilities through areas of support and engagement, staff training and development and funding support.

